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INSHAPE INDIANA CHALLENGES HOOSIERS TO LOSE 10 IN 10

The state of Indiana is stepping up its efforts to encourage Hoosiers to adopt a healthier lifestyle. Governor Mitch Daniels; Pam Smith of Martinsville, who represented Indiana on the latest season of NBC's *The Biggest Loser*; and George McGinnis, a former Indiana Pacer and chairman of the Governor's Council for Physical Fitness and Sports are helping the Indiana State Department of Health champion the 10 in 10 Challenge.

INShape Indiana, the Governor's health initiative created 18 months ago to help Hoosiers live a healthier lifestyle, will launch the first 10-week/10-pound statewide weight loss challenge on January 15. A 30-second television spot, featuring Smith, McGinnis and the Governor, begins airing statewide today.

"This is the time of the year that many people devote to making healthy changes in their lives," said State Health Commissioner Judy Monroe, M.D. "The 10 in 10 Challenge is a great way to help those who have resolved to change their eating habits and exercise more, plus stop smoking along the way."

The goal of the 10 in 10 Challenge is for participants to lose 10 pounds in 10 weeks by making changes in diet and exercise. Smith is a 25-year-old mother who weighed 247 pounds when she was selected to participate on *The Biggest Loser*. While on the show, she lost 40 pounds, and has lost another 28 pounds since she has returned home. She has incorporated healthy eating habits and daily physical activity to help her meet her weight loss goals.

"Losing weight was hard, and I still struggle with it, but I decided to take charge of my life and set the example for my children. I've not only lost 68 pounds, but I've gained inner peace and self confidence for the first time ever. That is the most priceless gift a mother can ever give her kids. I remember that every time I want to skip a workout and go get fast food!" said Smith.

Challenge participants can log onto the INShape Indiana Web site (www.INShape.IN.gov) to sign up. Registered participants will receive an e-mail outlining ways they can prepare themselves for the challenge, such as keeping a food diary, taking inventory of the contents of their pantry, and other tips. Then, each of the 10 weeks, participants will receive an e-mail to help instruct them about how they can lose one pound.

The weekly e-mails, being prepared with the assistance of a trainer and a nutritionist, will incorporate one suggestion for a change in diet (250 fewer calories a day) and another for increased physical activity (burning 250 additional calories a day). At the end of 10 weeks, participants will be asked to report back on their weight loss.



***10 IN 10
ADD ONE***

A network of county volunteers, many who are already involved in anti-smoking and obesity prevention efforts in their local communities, will coordinate the Challenge efforts with other local similar efforts. A number of employers may also promote the Challenge as part of their own employee wellness efforts.

For more information, visit www.INShape.IN.gov or call 1-800-433-0746.

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